



# The DOs and DON'Ts of Customer Service

Customer service can feel, at times, like an art form. There's so much involved in providing information, guiding a conversation, and delivering a great experience. Though every contact/call center may use a different strategy, here are several clear DOs and DON'Ts to follow.

## DO Smile While You Talk

It sounds odd, but you can hear a smile in someone's voice. Smile while you talk to inject some positivity into the conversation.

In addition, proper posture or even standing can have a similar effect on your tone.



## DON'T Lose Patience

The absolute worst thing you can do is lose your patience. It exacerbates the situation and hurts the company's image. Keep your cool and mute the call if you need a moment.



## DON'T Forget to Set KPIs for Each Channel

Your key performance indicators (KPIs) are your benchmark for quality in your contact/call center. Each channel should have their own. To start, measure average call length, abandoned call rates, and first call resolution for your voice communications and refine your strategy for each channel.

Keep track of these numbers and watch for trends you can capitalize on.



## DO Record All Calls

Call recording can be a valuable tool for training and reference purposes. Integrate call recording and call reviews into your training program to improve agent performance.



## DON'T Make the Customer Wait for an Answer.

A key metric in the call center is your first call resolution rate (FCR). It can have a significant impact on the customer's overall experience.

To improve your customer retention rate, enact policies to try and resolve all communications on the first call. Use a knowledge base or additional training to empower your agents to resolve more calls without the assistance of management. The more calls completed on the first interaction, the better the overall customer experience will become.



## DO Use Positive Language

The language we use can make all the difference during a call.

Instead of phrasing a response as *"Unfortunately, that part will not arrive until tomorrow."*

Try a positive spin, *"We can expect to receive the part tomorrow, and I'll send it your way as soon as it arrives."*



## DON'T Interrupt the Caller

Whether the customer is composed or irate, it is important to let them fully explain their needs even if your interruption will help the situation.

If necessary, mute your end of the line to reduce the temptation to interject. Once they complete their thought, courteously respond to their requests.



## DO Have a Social Media Strategy

In the Age of the Customer, consumers expect companies to support multiple channels of communication. Assign dedicated personnel to respond to customer inquiries and comments on the top social media channels.



## DON'T Transfer the Caller or Place on Hold Without Asking

Even if the transfer or hold is absolutely necessary to complete the request, it is important to ask permission first.

Callers want their issue resolved in the simplest manner possible. Multiple holds or transfers imply a level of disorganization in the company. Ease those concerns with a polite explanation for the hold and transfer.



## DO Slow Down Your Speech

In a pressure situation like a customer service call, beginning agents often talk too fast. At the same time, they will naturally feel as though they are already speaking too slowly.

Slow down your speech and enunciate your words. A call recording can help demonstrate the proper rate.



Call Center Strategy 101: Everything You Need to Know for Instant Success



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Technology is rapidly changing the call center, but that doesn't mean traditional customer service is any less important. Call center agents are still on the front line. [Download our FREE Ebook](#) and learn the fundamental tips and strategies that lead to success in the call center.

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